



“The Business Alliance for Community Health (BACH) is a mutually beneficial partnership between ECHN and the business sector that not only supports high quality healthcare, but also addresses the needs of businesses and the community we serve. Serving the needs of the corporate sector with superior healthcare is a critical issue for ECHN.”

Peter J. Karl  
President and CEO, Eastern Connecticut Health Network



“Through ECHN and the Business Alliance for Community Health, people in our communities are living longer, more active and more productive lives. I can’t think of any nonprofit or charitable organization that is more important to the towns Rockville Bank serves.”

William J. McGurk  
President, Rockville Bank



**Business Alliance  
for Community Health**

## Serving the Healthcare Needs of Your Employees

In September 1995, Manchester Memorial Hospital and Rockville General Hospital formed the Eastern Connecticut Health Network (ECHN). This union has resulted in enhanced healthcare services for our growing community. Today, a wide variety of health services exist under the ECHN umbrella: wellness, hospital care, prevention, early detection, newborn care, geriatric care and more—all delivered across 19 towns at 33 medical care facilities.

### Benefits of Membership:

- Provides members with an opportunity for an on-site health presentation by ECHN staff.
- Provides businesses a forum in which to work together when a common health, wellness, or safety need is identified.
- Provides a partnership with ECHN through which both entities benefit.

### Generosity of the Business Community Always a Driving Force

Throughout the hospitals’ history, the business community has provided generous and vital financial support. Companies, both big and small, know that quality healthcare close to home is a good investment. They also know ECHN delivers the best healthcare east of the river. The generous financial support of the business community enables the Business Alliance for Community Health (BACH) to promote positive health-related education for our businesses and our community.

## Supporting Community Health Is Good for Business

*Workers’ compensation costs, retraining costs, and absenteeism have been reduced up to 40 percent through better health management.*

The prolonged, dramatic rise in healthcare costs is well documented. So is the bottom-line effectiveness of proactively promoting and delivering healthy practices in the workplace and community. Studies clearly demonstrate that many employee health issues are reduced or eliminated through employer action. A healthier workforce is more productive, has higher morale, and is ultimately more profitable.

## BACH Improves Health and Supports Business

*BACH is a partnership between local businesses and ECHN through which both entities benefit.*

Employers around the country are using creative means to persuade employees to take real steps to improve their health and reduce their health insurance costs. This reduces the cost of healthcare for the employer, while improving productivity. As an employer, ECHN is working continuously to improve the health of our employees. As a healthcare provider, we are finding unique ways to help other companies do the same. The BACH program is one venue through which ECHN seeks to improve community and employee health.

Through BACH membership, ECHN is able to fund critical local health initiatives, and BACH members benefit from employee education on health, safety, and wellness issues presented by ECHN staff. ECHN medical experts will provide on-site seminars geared to the needs and concerns of your employees. Member businesses can also enlist ECHN participation in health fairs, ergonomic evaluations, and health risk assessments.

### Just a few of the presentations available for delivery at your site:

- Heart Disease & Stroke Awareness
- Office Ergonomics
- Shoulder Pain/ Arthroscopic Rotator Cuff Repair
- Sports Specific Stretching
- Oral Health and the Healthy Body

Membership in BACH also provides a forum for companies to work with other local businesses for united action when common health, wellness, or safety needs are identified. Meetings with hospital administration offer BACH members a unique opportunity to connect through shared thoughts and to receive information on community health issues.

## Become a Member

Please consider BACH membership for your company or business. With your membership, ECHN can continue to provide our communities with the latest in medical and health advancements.

The mission of the Business Alliance for Community Health (BACH) is to promote philanthropy to ECHN while also addressing current health issues facing corporations/ businesses and the community at large.



**ECHN**  
Community HealthCare Foundation, Inc.

“Having a strong healthcare system in our community is crucially important. If there is a strong healthcare provider available, the community becomes a more attractive place for people to live. This helps everyone who is in business in this area.”

Michael Giannamore  
Vice President, Aqua Pool and Patio, Inc.



### ECHN Facts

- BACH is a program of ECHN Community HealthCare Foundation
- ECHN is a non-profit 501(c)(3) serving 19 towns
- ECHN includes Manchester Memorial Hospital, Rockville General Hospital, Woodlake at Tolland, Women's Center for Wellness in South Windsor, Glastonbury Wellness Center, and many medical practices
- Last year ECHN treated 12,674 inpatients and 68,479 emergency room patients
- ECHN employs 2,500 people at locations in 10 local towns and is the largest employer east of the river
- Medical staff includes 420 physicians, 105 allied health professionals, 9 medical departments, and 14 subspecialty services
- Through affiliations with 12 medical and nursing schools ECHN helps further the education of physicians and nurses

BACH membership entitles your company to many benefits, including on-site health presentations and email updates of all ECHN health lectures throughout the year. Member companies will be featured in ECHN publications, local media, and on the ECHN website. For a complete list of benefits please visit [www.echn.org/giving](http://www.echn.org/giving).



## Business Alliance for Community Health

A Division of ECHN Community HealthCare Foundation

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Working Together  
to Improve Corporate  
and Community Health

